

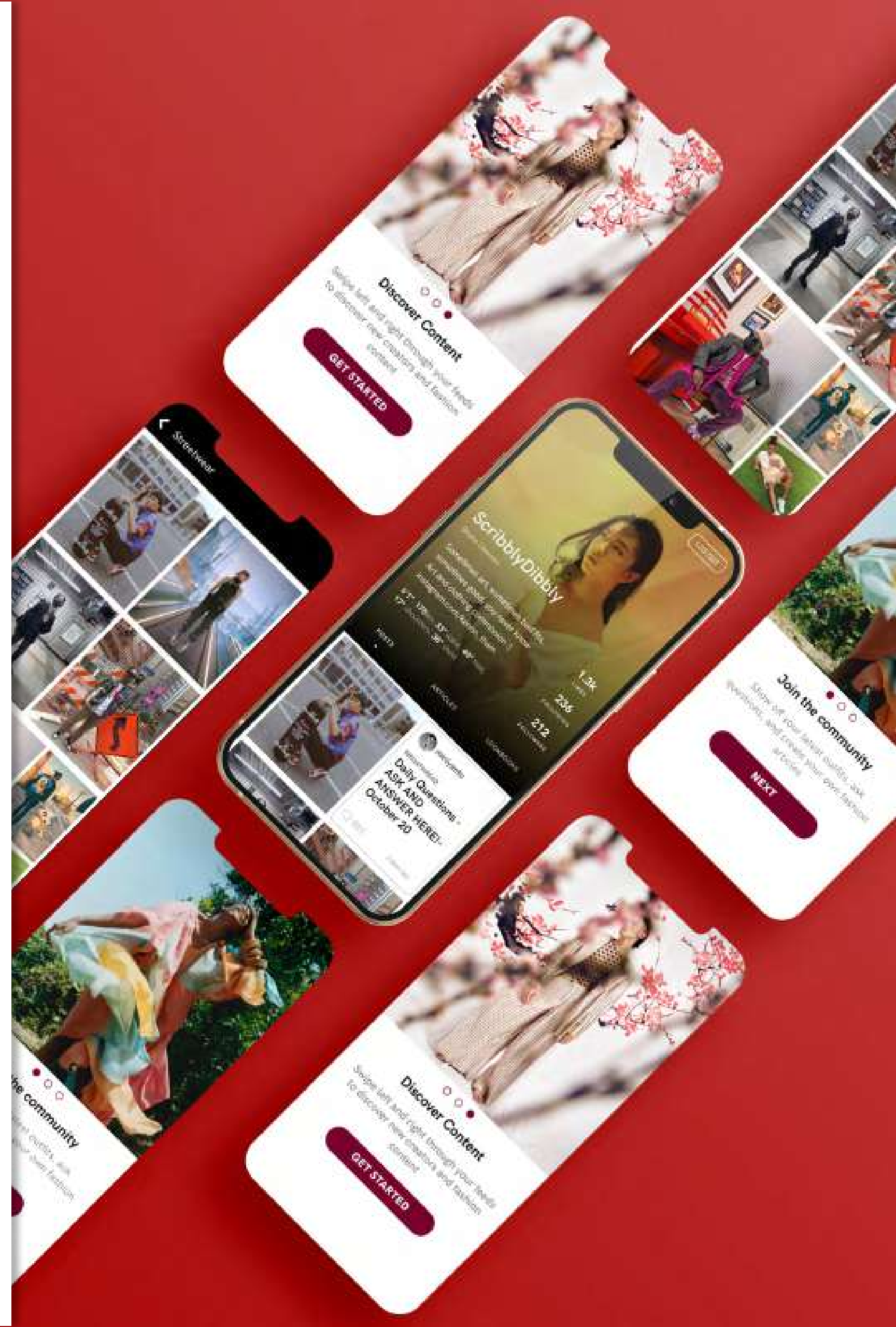
## Freelance project

### CASE STUDY

# Modal

A fashion-centric social media app where users can learn from others, share their outfits and knowledge, and expand their fashion experience.

- Branding
- UX Research
- UX Design
- Visual Design
- Development



## ABOUT MODAL

Modal is a social media app for **fashion beginners, enthusiasts, and experts** to learn, share, and explore fashion.

## THE TEAM



Design



Business



Development

The team consisted of a UCLA graduate who was accepted into a UCLA incubator, and 2 engineers from Citadel. I acted as a **freelance designer to craft the UX experience and the visual brand of the startup.**

Images of team members are from [thispersondoesnotexist.com](http://thispersondoesnotexist.com), for confidentiality reasons.

## THE PROBLEM

Young people at UCLA were frequently saying there is no place to ask questions, find new looks, or find styles that they could expand to. They felt Reddit, Instagram, and Tiktok did not match their needs.

## DESIGN APPROACH

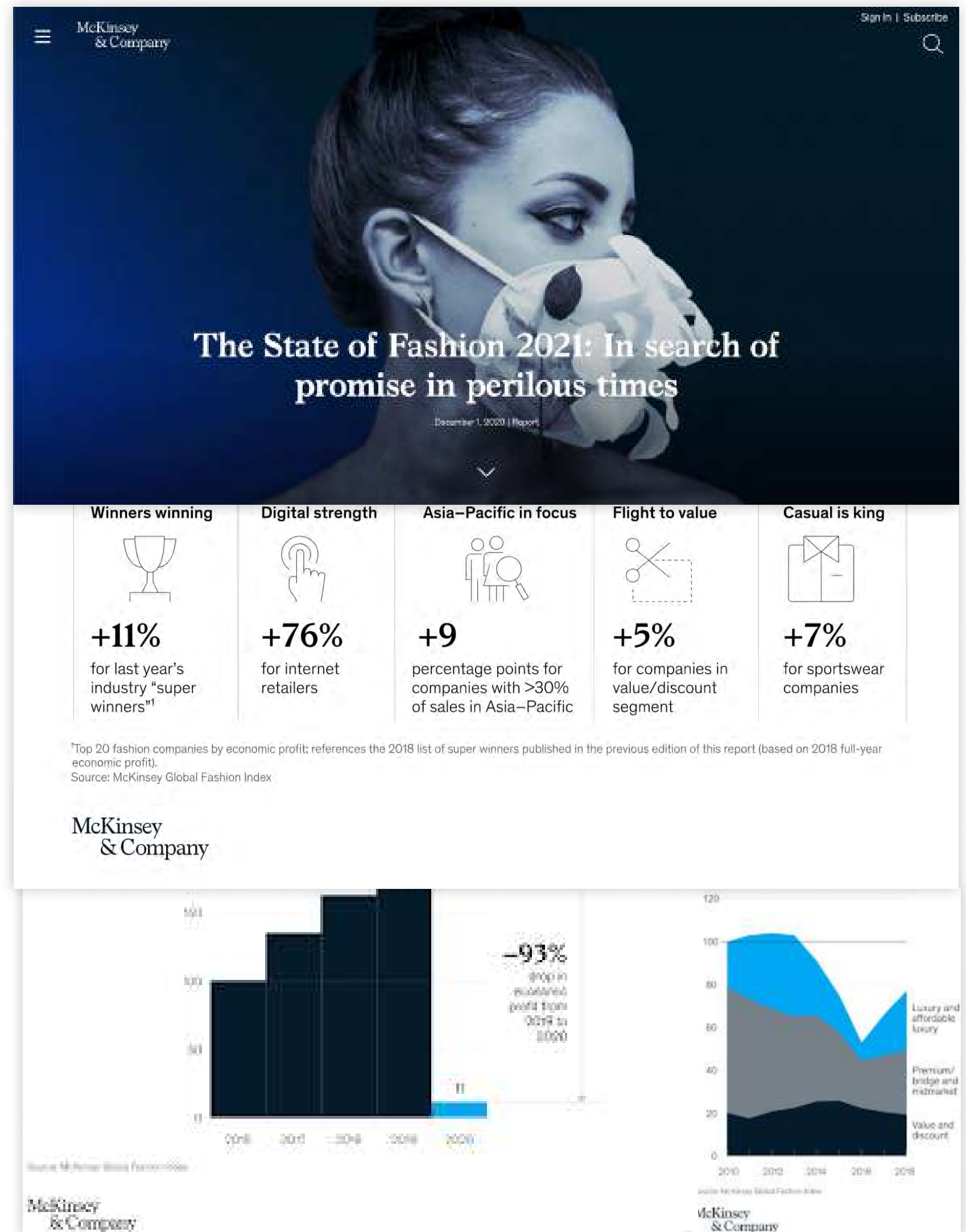
Perform market analysis and interviews to find out what the **business need** is.

Narrow down who our **target audience** is.

Use **word exercises, mood boards, and competitive analysis** to craft our brand.

## QUANTITATIVE DATA

- Fashion is increasingly moving online, with digital retailers growing their share of the market, so our app can capitalize on this
- COVID is pushing retailers online and off of brick and mortar stores, so this is an ideal time for launch
- Both fashion and social media markets are growing fastest in Asia, making it a good place to find users





## QUALITATIVE DATA

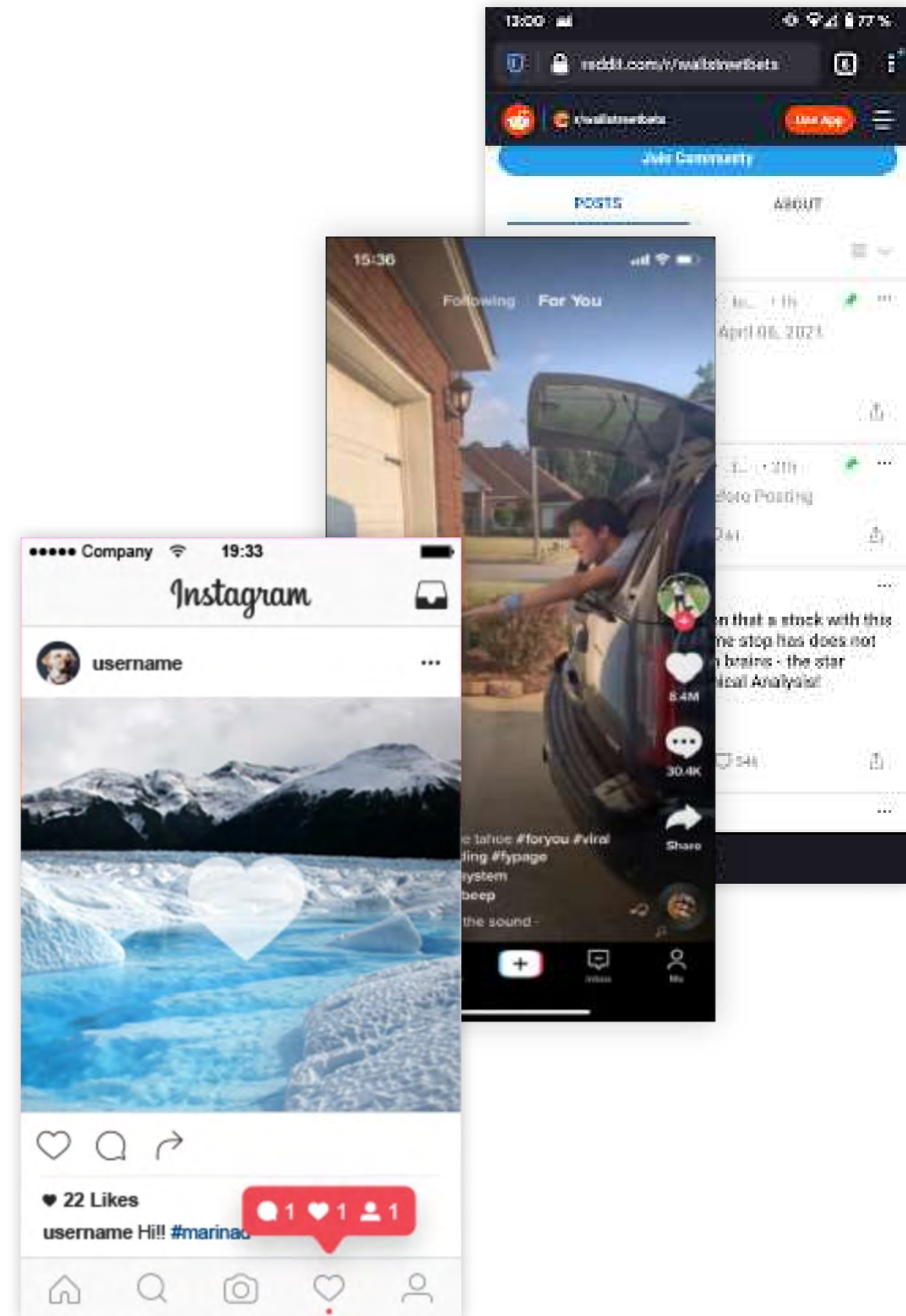
- People of all genders are equally interested in a fashion social media app
- People in all countries interviewed (US, China, Vietnam, Germany) were interested in the app
- Most interviewees felt that their questions would be ignored on currently existing social media



25 interviews spanning 14-56 years of age and 4 countries

## COMPETITIVE ANALYSIS

- Instagram and Tiktok can't fit user needs because they are visual-focused and not discussion-focused
- Tiktok's full screen UI gives it an extremely immersive experience where users spend more time per post
- Reddit's model with users seeing all posts in a group leads to smaller users and questions being drowned out and never addressed





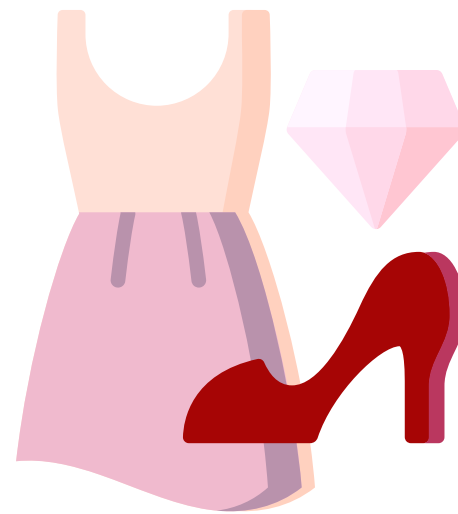
## KEY INSIGHTS



### Both text and images

Instagram and Tiktok heavily emphasize visual posts, such as images and video

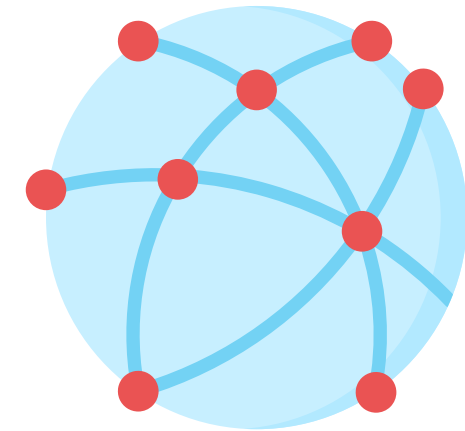
Discussion is hard on Instagram and Tiktok due to being visually centered apps



### Domain specificity

Viewing other users' outfit posts is not useful without some measurement metadata

Reddit model where users in the group see all posts is not useful when users search within styles



### Fashion is moving online

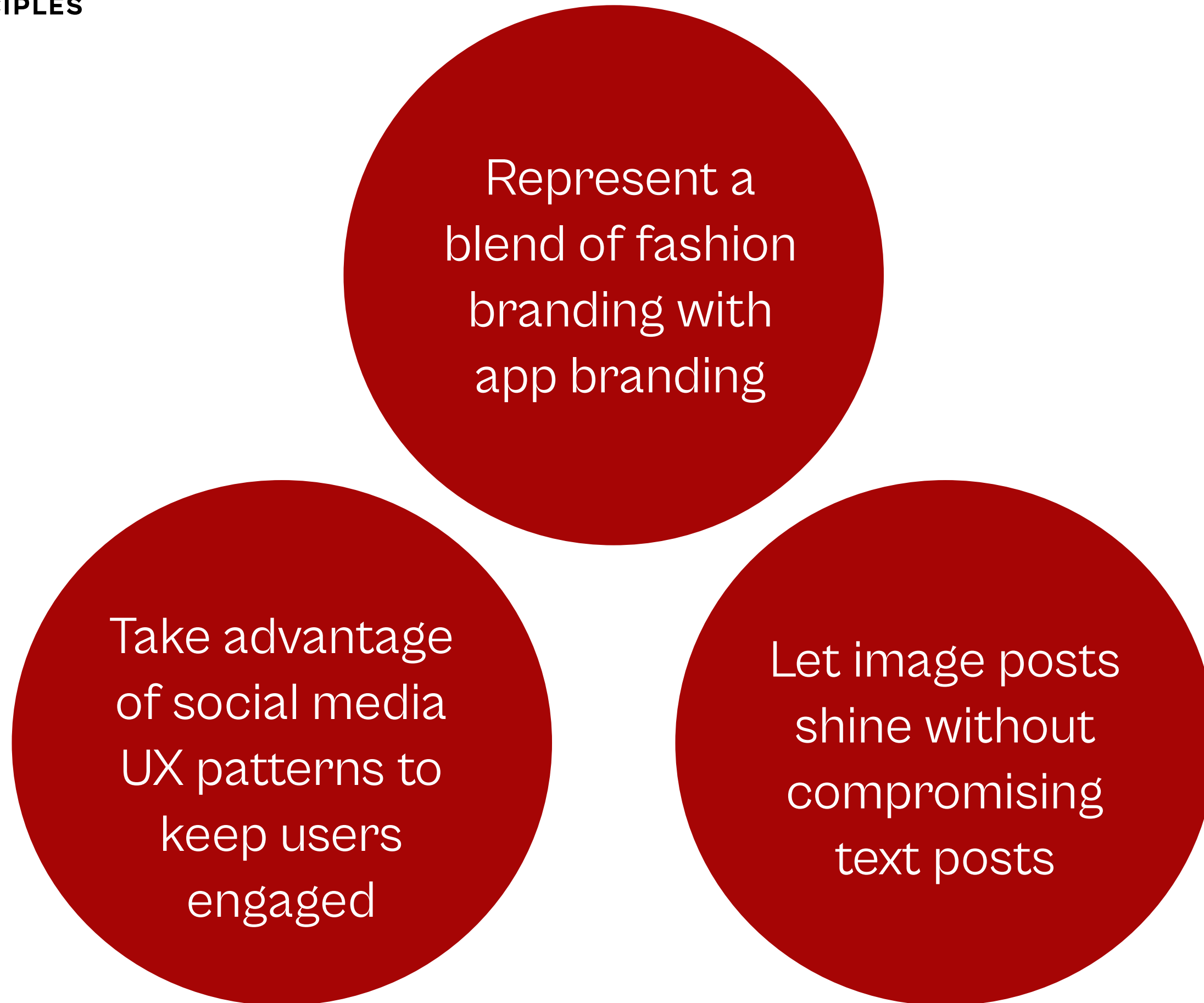
20-30% annual growth projected for digital fashion in 2021

Stock prices have gone up 76% for internet retailers since 2020

Companies are cutting funding to stores and investing in digital



## GUIDING PRINCIPLES



Guiding principles derived from insights to keep in mind going into the designing phase.

WORD EXERCISE

I worked with the team to come up with words that represent the brand that we want to have.

contemporary

human-centric

for everyone

stylish

Human-centric

*Emphasis on images and imagery of humans, such as bodies and faces. This should be people who feel natural, but also refined.*

Contemporary

*Not limited to or too strongly reminiscent any time period, like Bauhaus, classic French fashion, Victorian, art deco, Gothic*

For everyone

*Should be accessible to all people, unlike some brands like Gucci. A brand that has universal appeal, like Uniqlo.*

Stylish

*Don't be like everyone else. We want to come off strong and avoid experiences users find typical or bland.*

NAME

# Modal

contemporary

for everyone

A modern textile often used to blend with other fabrics to give a high-end feel with its lightness.

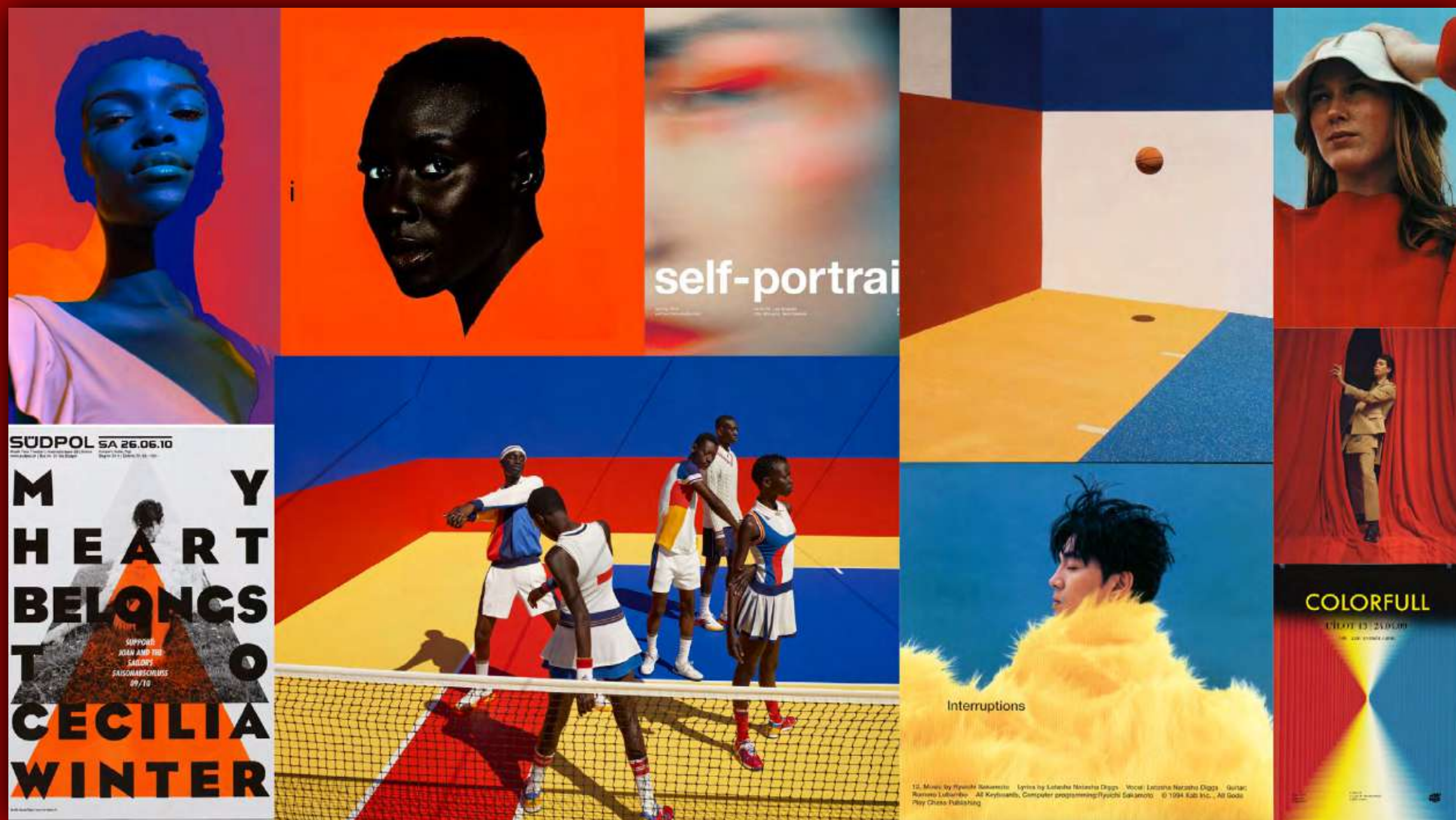
It has become very popular among eco-conscious fashion designers.

stylish

human-centric

## MOOD BOARD

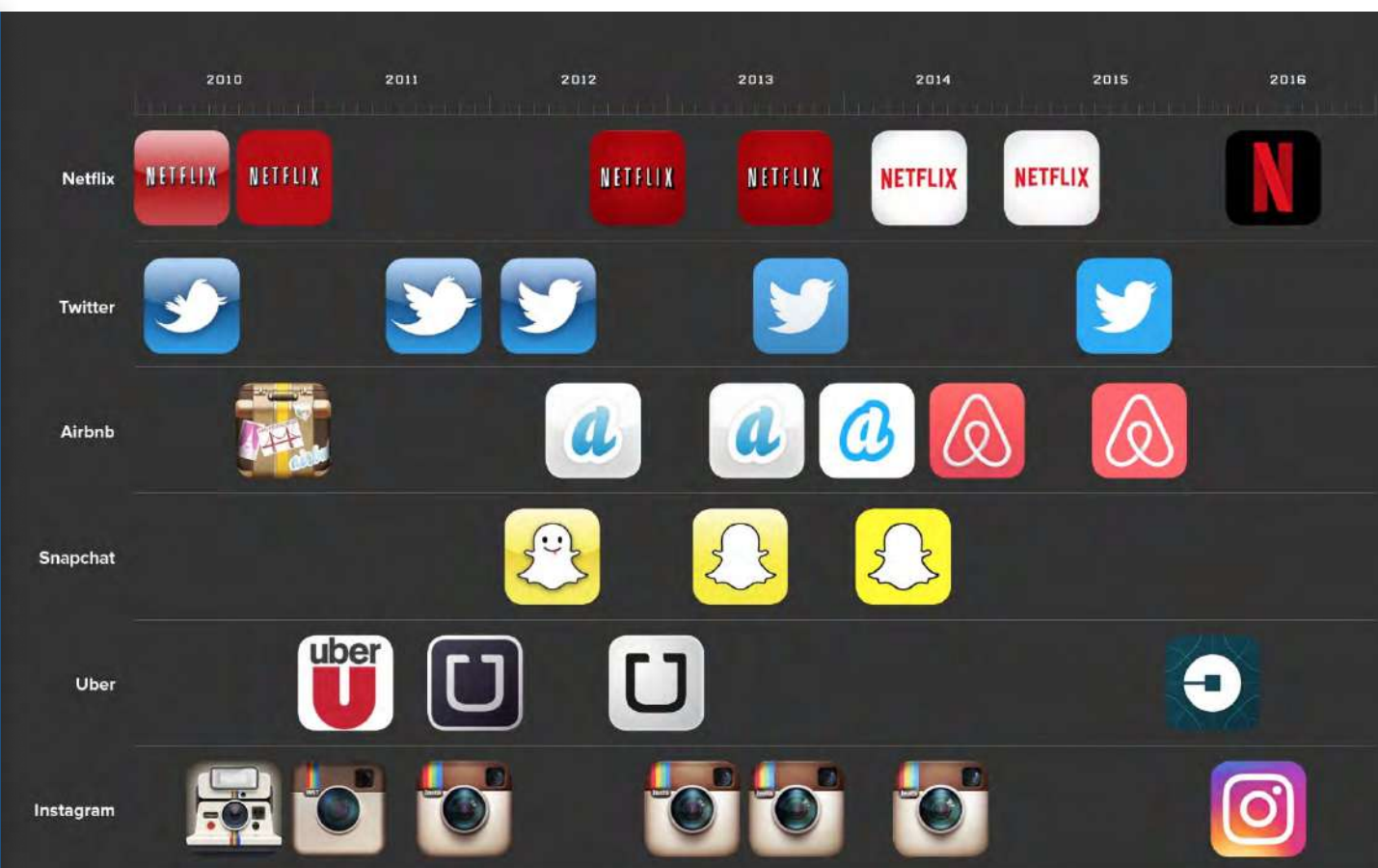
I worked with the team to create a mood board to understand what kinds of imagery resonates with them and their brand.





## BRAND COMPETITIVE ANALYSIS

I worked to create a brand blending the **elevated aesthetic** of fashion brands with the **flat design** of apps today. I also studied the **palettes** of fashion media, such as Vogue and Vanity Fair.



## LOGO ITERATION

Because this brand would be primarily mobile, I wanted a logo that could become or succeed as an app icon.



## FINAL LOGO



The final logo, logo font, and app icons that I created for Modal. The final brand stands out with strong lines and vibrant color like the mood board, while remaining a human-centric and stylish feel.



## VISUAL SYSTEM

An example of the visual system I created, communicating a refined aesthetic that is also human-centric.





DESIGN SYSTEM

TYPOGRAPHY

Header · HK Grotesk Bold · #212121· 24pt

Six crazy kings vowed to abolish my quite pitiful jousts.

Body · HK Grotesk Regular · #212121· 16pt

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, or a passage from the grander poets. It always does one good.

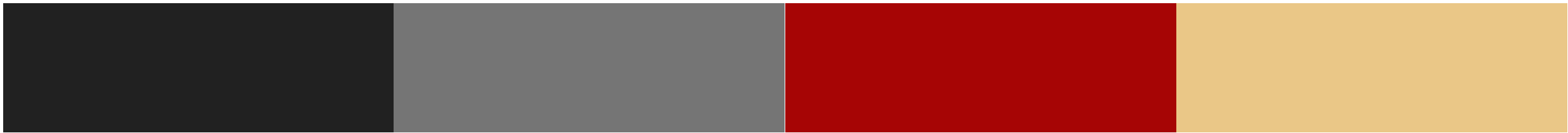
Description text · HK Grotesk Regular · #212121· 16pt

In 1992, Tim Berners-Lee circulated a document titled “HTML Tags,” which outlined just 20 tags, many of which are now obsolete or have taken other forms.

Caption text · HK Grotesk Regular · #757575· 16pt

The first surviving tag to be defined in the document, after the crucial anchor tag, is the paragraph tag. It wasn't until 1993 that a discussion emerged on the proposed image tag.

PALETTE



#212121

#757575

#a60505

#eac787

TARGET AUDIENCE

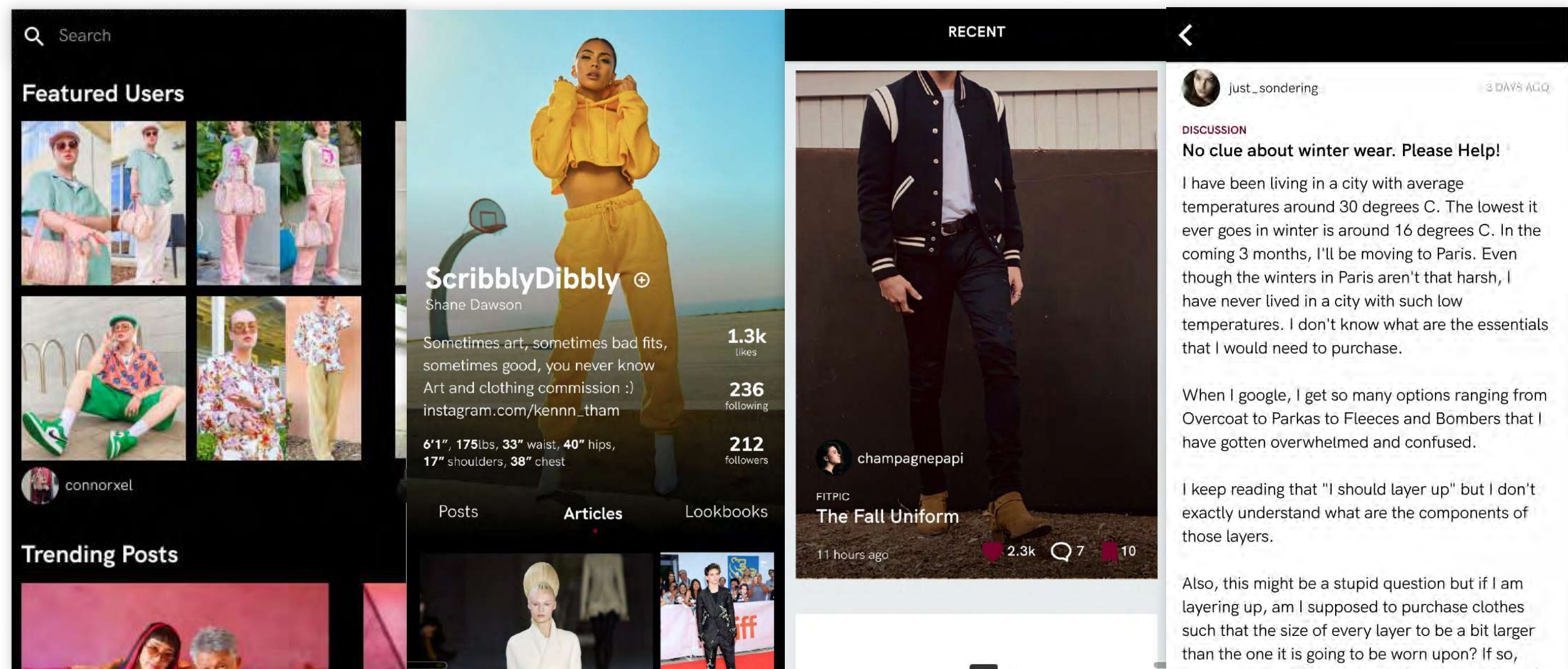
My interviews showed that the demographic most interested in Modal was 18-30 year olds, men and women.

USER STORIES



## DESIGN PROCESS

I sketched wireframes to explore concepts, and some became higher fidelity mocks.



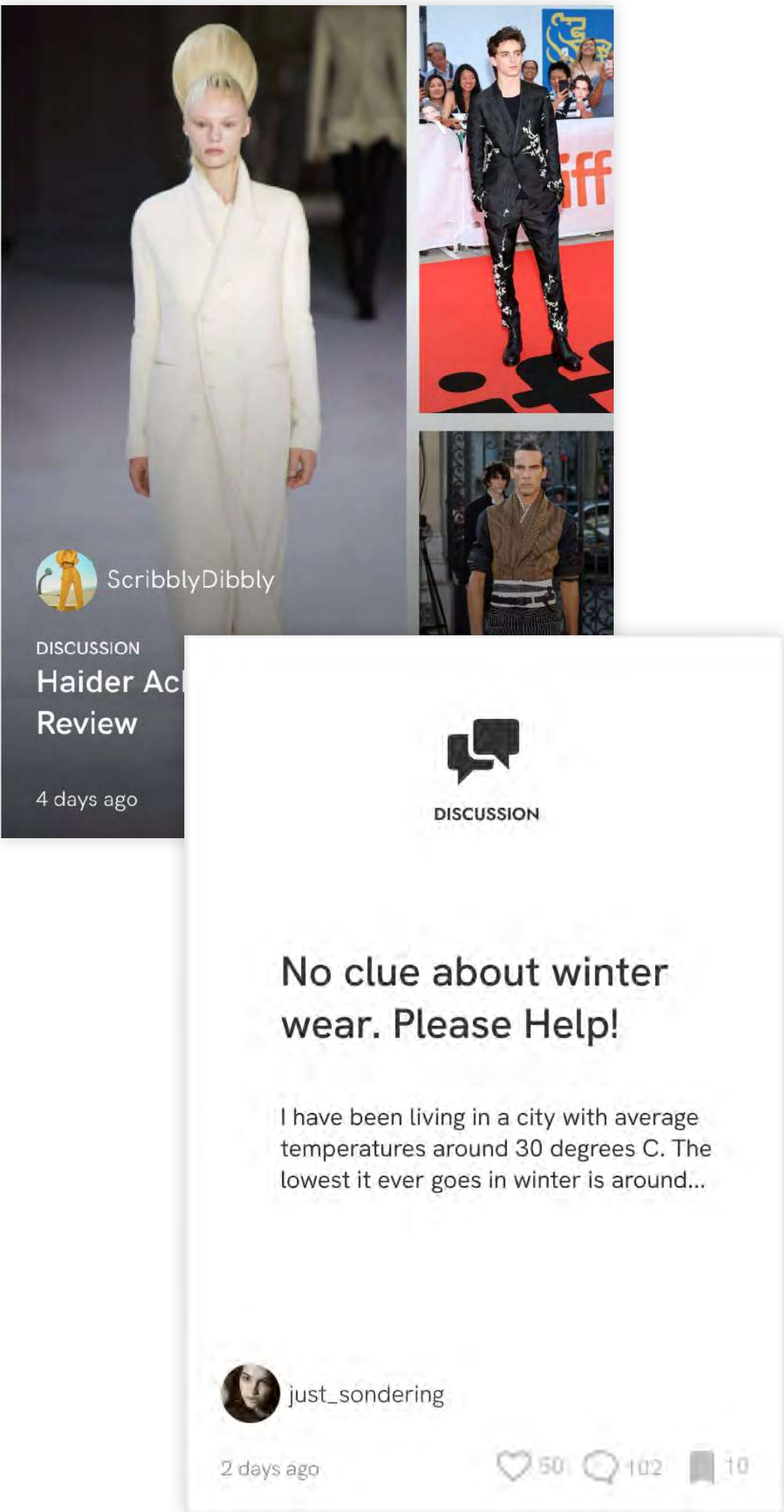
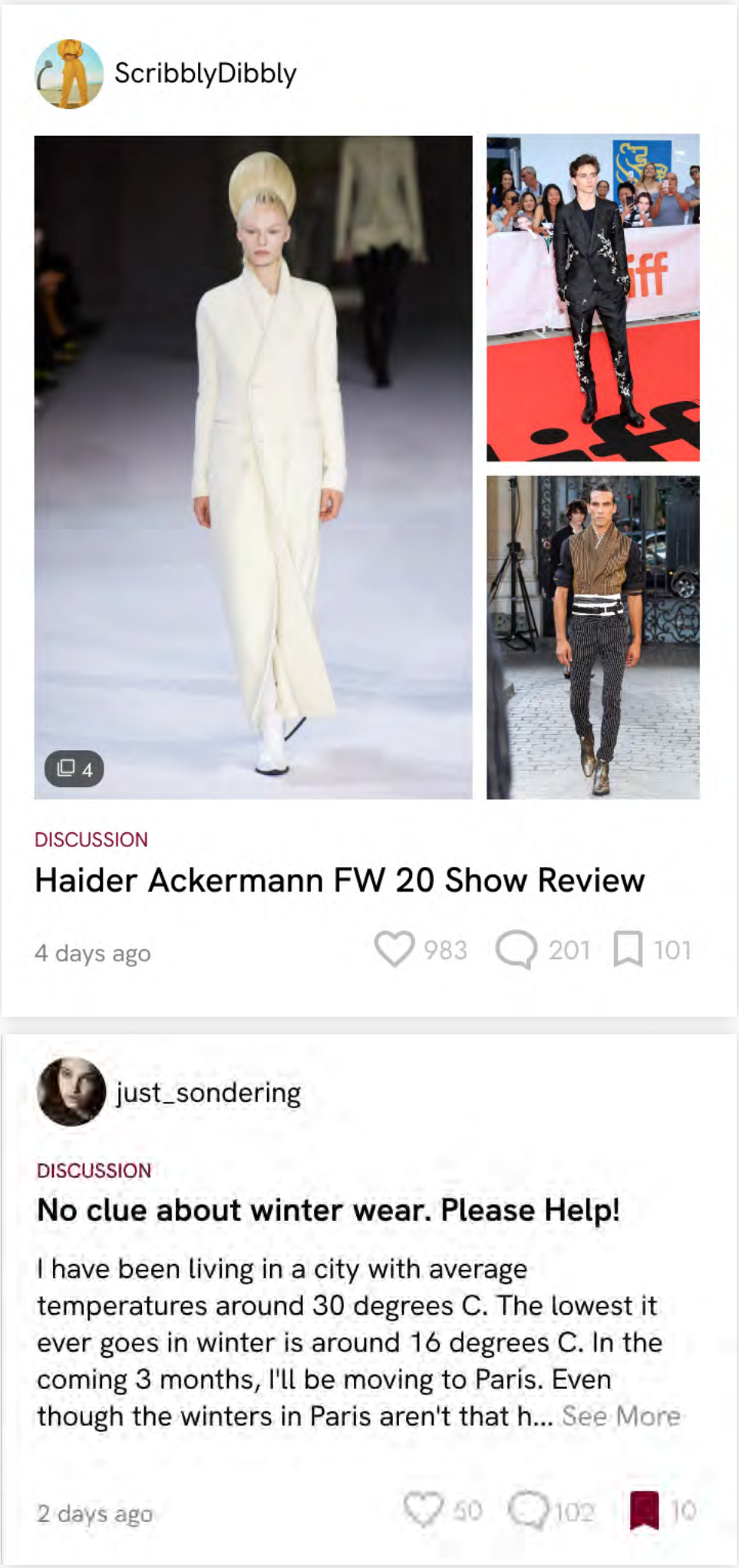


USER VALIDATION TESTING

Before

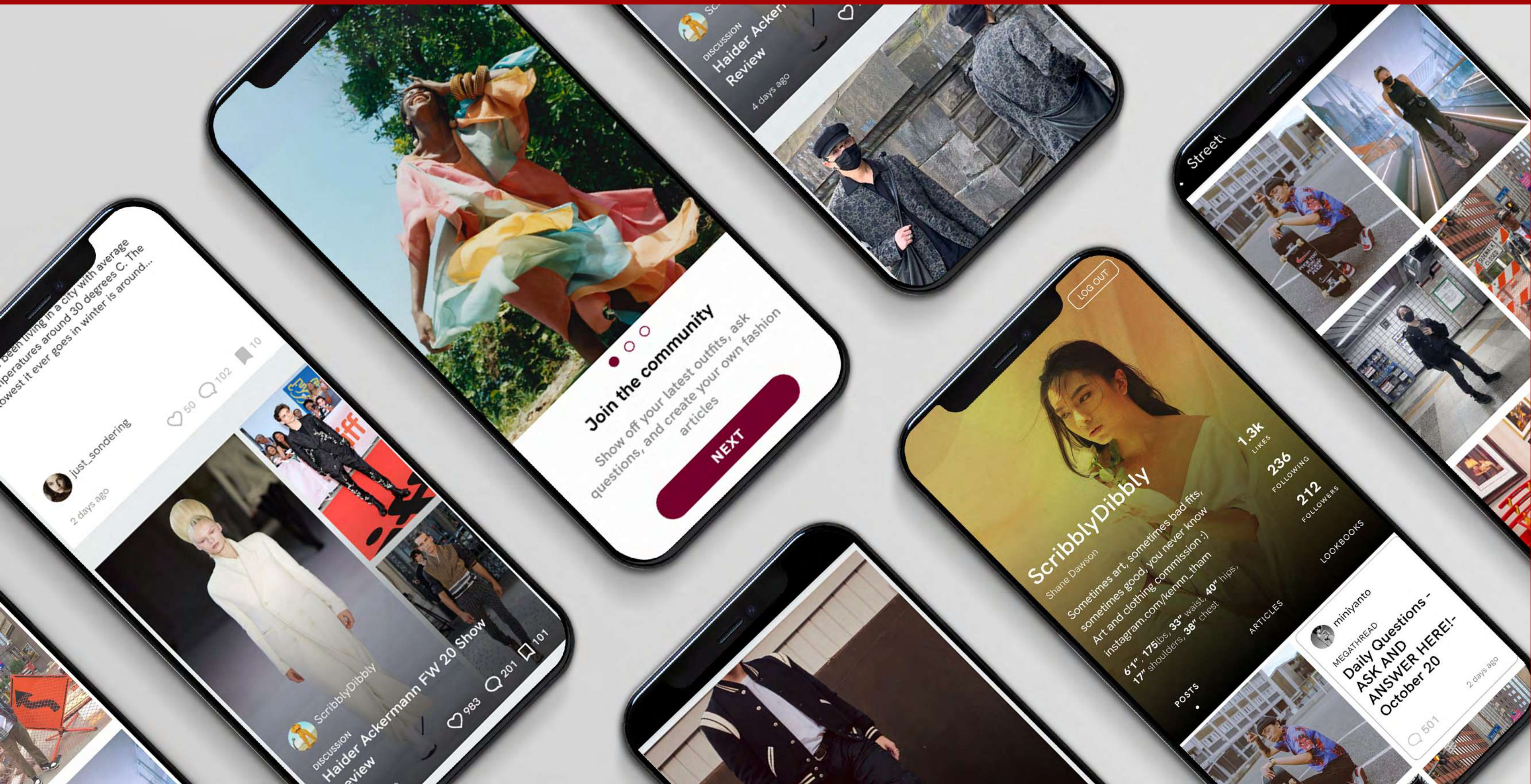
After

**Example:** Two radically different feed layouts were tested, with different styles for image and text posts. Users preferred the one with the large text post, similar to Facebook's large text posts. I found that users spent more time looking at posts in this format.





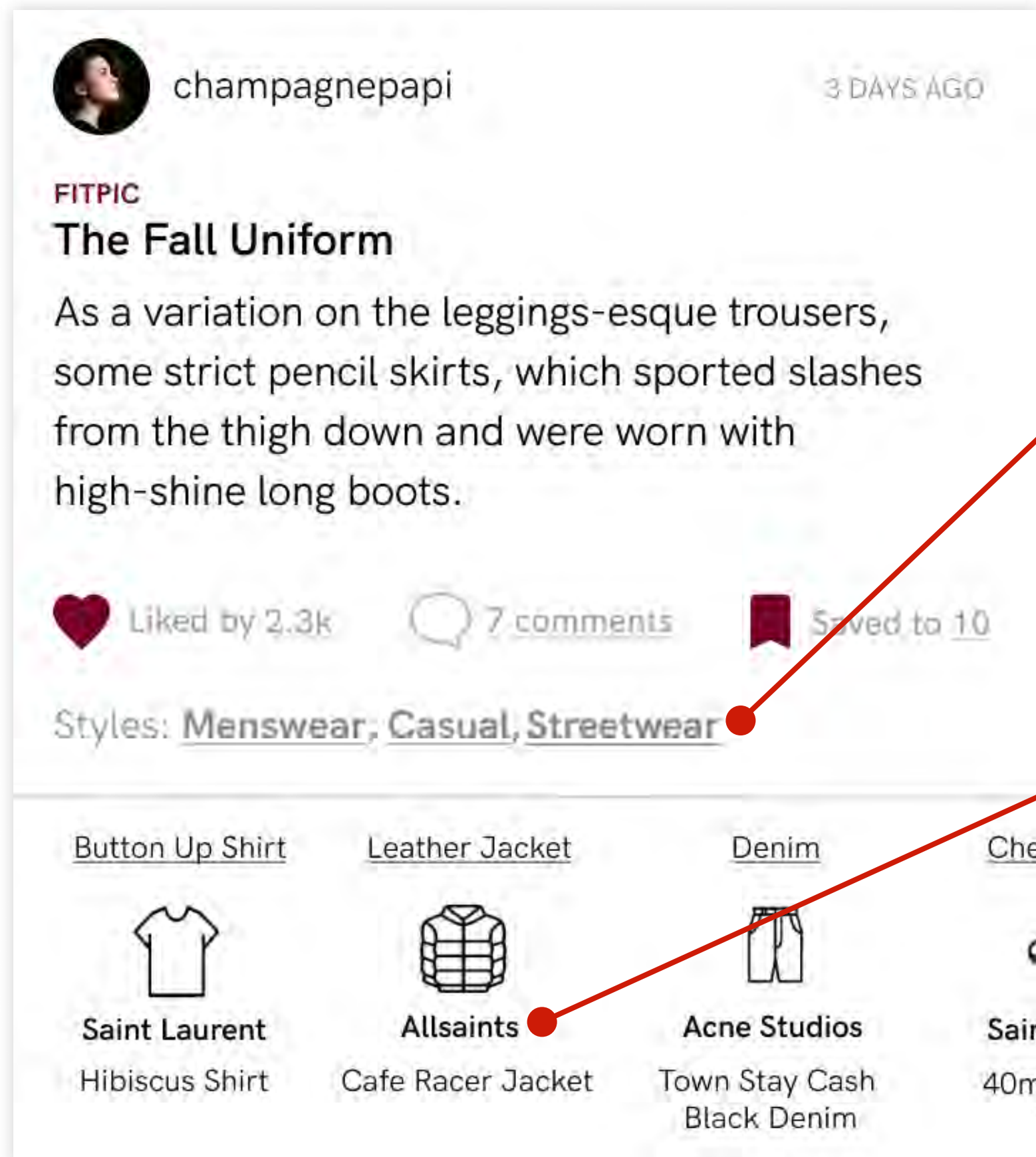
FINISHED PRODUCT



The entire process from initial ideation to final screens took about 2 months to complete.



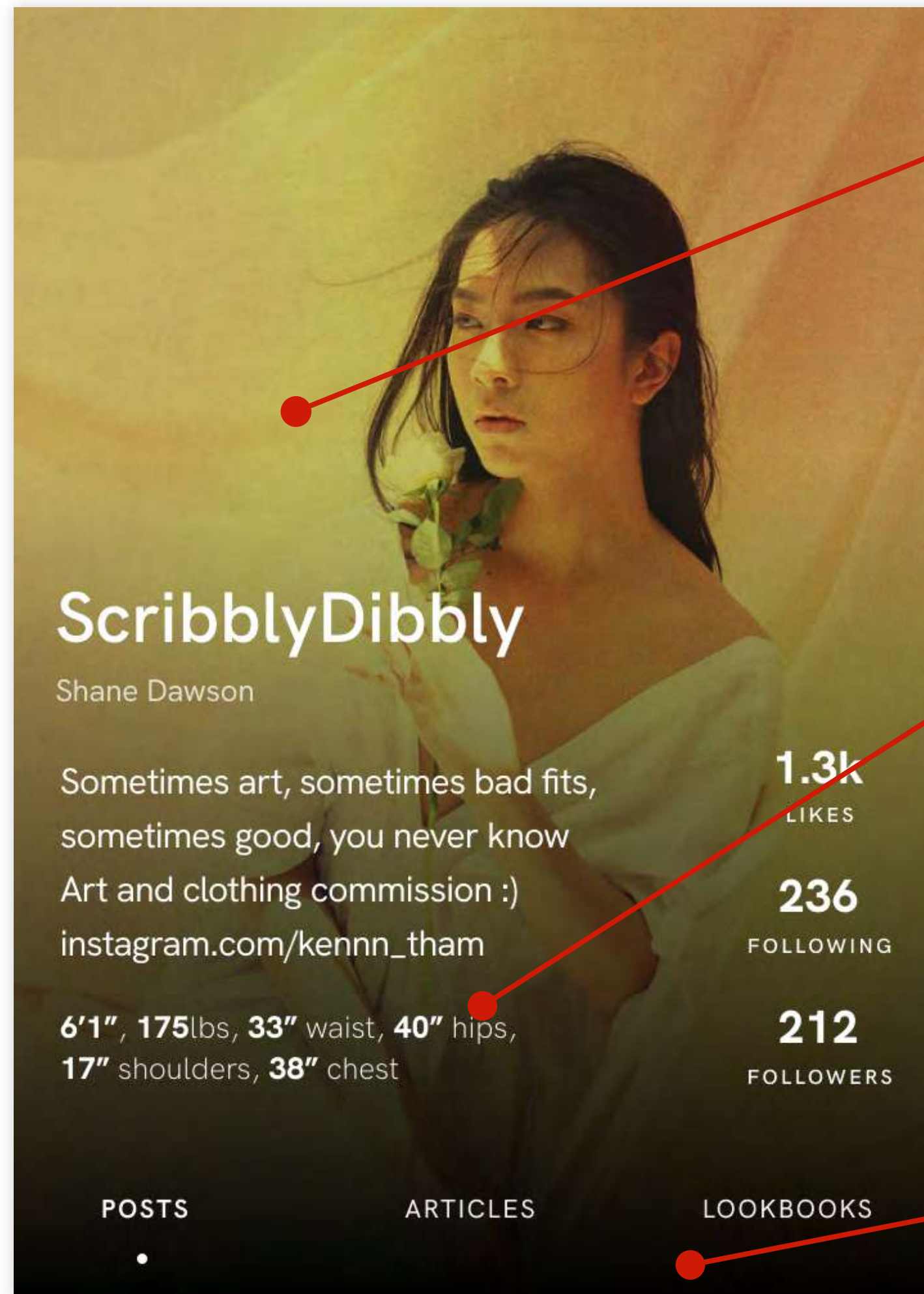
## Post page - body content



Users wanted to explore posts with styles similar to theirs, so I added highly domain-specific metadata, to let users find posts by style or by item.

I also added item brand and type metadata, to allow users to piece together outfits better, and also allows influencers to promote individual items

## Profile page



I decided on a fullscreen profile page to create a more immersive UX. Testing showed that this lead to more time spent on the profile page.

I added measurements to the profile page because users felt that images were not nearly as meaningful without measurements, an example of how domain-specificity fills a gap in the fashion app market.

I added a gradient overlay to increase color contrast and meet a11y guidelines.

“

[Thao] worked tirelessly throughout the process, from brainstorming ideas, to drafting initial sketches, to creating vector drawings, to iterating on feedback and perfecting every last detail.

”

— Modal business lead